

Dimensions of Social Capital & their impact in Sri Lankan Software Industry

By

Purnima Weliwitiigoda

Supervised by

Dr. Vathsala Wickramasinghe

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Department of Management of Technology
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Abstract

Research explores an area of research known as social capital, in Sri Lankan software industry. The research on this field has emerged with the advancement in the field of information technology as the individuals' social relations started effecting their growth. Since no prior research done in Sri Lankan context to find its impact a research gap was noticed. This research tries to minimize this research gap that was observed.

The research focuses on finding out the dimensions of social capital and its influences on variables identified by Knowledge Transfer, Empowerment, Job Security, Firms' Reputation and Career Growth. The research has identified Group Characteristics, Generalized Norms, Togetherness, Voluntarism, Trust, and Everyday Sociability as dimensions that can explain social capital well. Out of the variables Trust and Togetherness of social capital has higher influence on the outcome variables identified.

The research ends up with identifying strategies to improve the social capital within individuals in organizations. Research recognized organizations' culture and management commitment, as two of the most important ingredients in improving social capital in individuals.